

# digital storytelling

expanding the life cycle of a story



# the storytellers

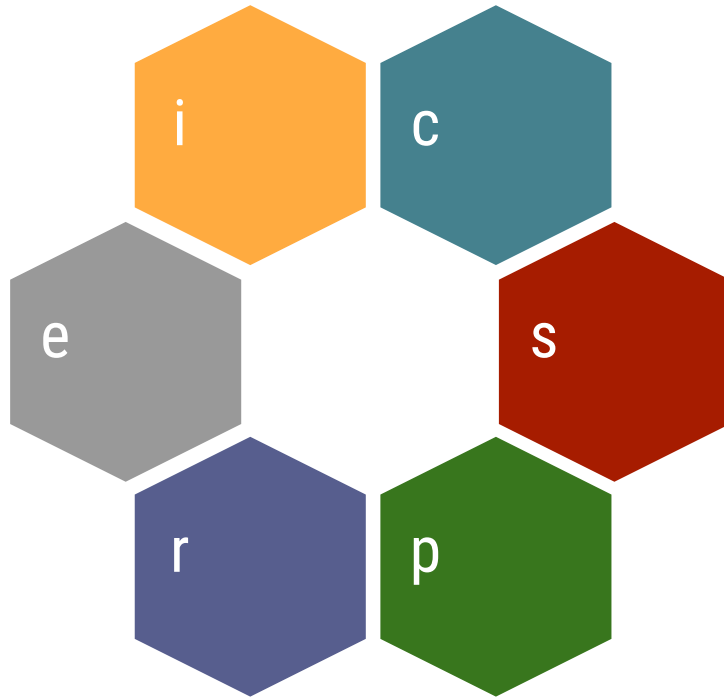


Rachel



Erinn

# the life cycle of a story



ideate

create

share

preserve

reuse

evaluate

# where we began

Started with a request + general interest

Two staff at .30 FTE total

Monthly news stories + Facebook



*Beyond books: The real life of a Veterinary Medical Librarian*

# how we've grown

Guiding principle: make **VISIBLE** the work of our library

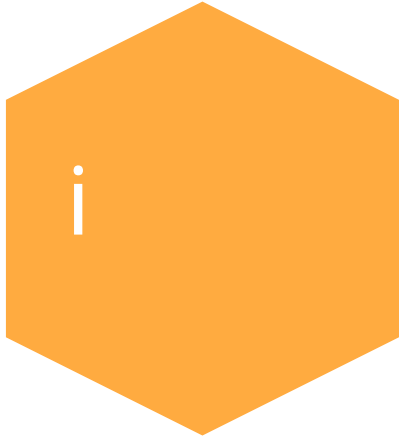
Well-rounded communications presence

Wider audience



*Librarian plays key role in patient care*

# life cycle: ideate



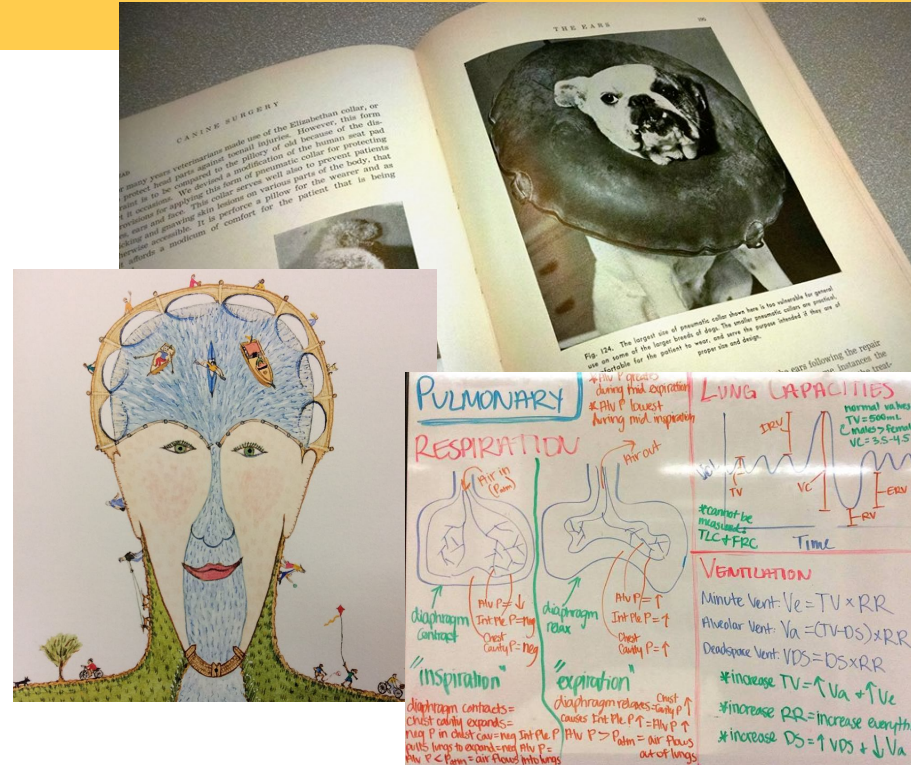
ideate - what is your story and why does it matter?

# life cycle: ideate

Get help with ideas and content

Scan internal communication for ideas

Look around you





# life cycle: ideate

Think in MPUs: Minimally Publishable Units

Build off the work of others

- #ColorOurCollections
- #NMLM (National Medical Librarians Month)

Put it on a calendar

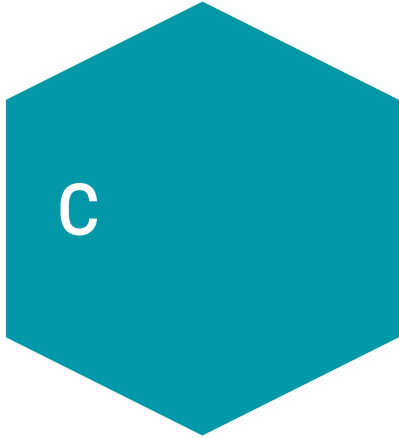


*Color our collections*





# life cycle: create



create - how do you transform your idea into a story?

# life cycle: create

## Writing

- Send a list of questions to the expert
- Draft quotes for approval
- Work with co-workers/students who express an interest
- Use sharable documents to promote collaboration during the writing process (Google Docs)



# life cycle: create

## Writing guidelines

- Keep it short (300 words +/-)
- Use subheadings to break text and highlight important thoughts
- Use short paragraphs
- Include a quote, if possible
- Use newspaper article style and tone



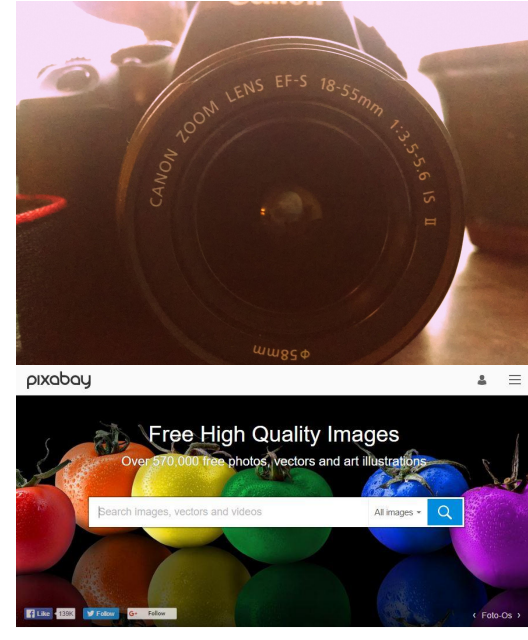
*Nurse-midwifery collaboration comes full circle*



# life cycle: create

## Visuals

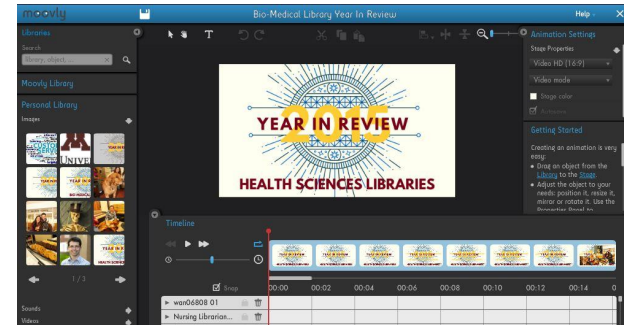
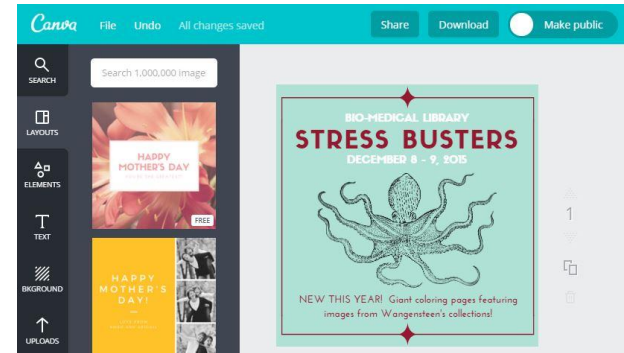
- Take your own - capture events as they happen
- Edit with free photo tools
  - Picasa, Fotor, Pixlr
- Use an image repository
  - Pixabay
  - Flickr



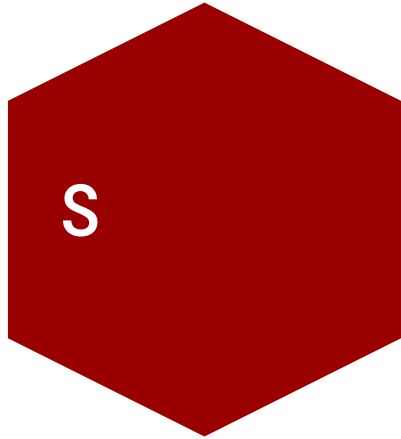
# life cycle: create

## Visuals: Tools

- Graphic design
  - Canva
- Movies
  - Moovly



# life cycle: share



share - what media outlets work for your story?

# life cycle: share

Consider the best media outlet

Distribute the story in multiple ways

Cross promote

Share social media logins (it's okay)



*Health information on a stick: outreach at the Health Sciences Libraries*



# life cycle: share

Boost reach with paid advertisement

## Content Management Tools

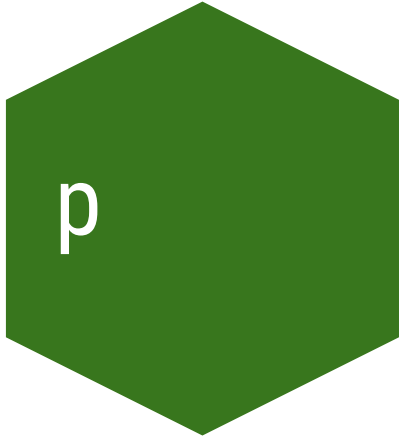
- IFTTT
- HootSuite
- TweetDeck
- Facebook Schedule



If new photo by anyone tagged #umnbiomedlib,  
then post a tweet with image to @umnbiomedlib



# life cycle: preserve

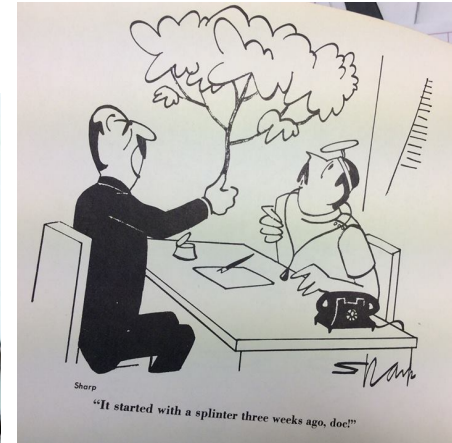
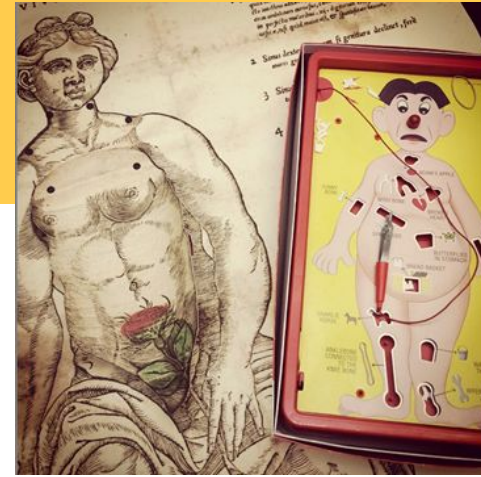


preserve - how will you save your story for future use?

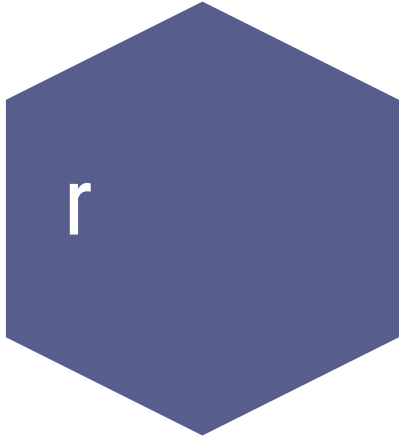
# life cycle: preserve

Build a collection of images

Publish your work so you can promote it  
again in the future



# life cycle: reuse



reuse - how do you maximize your work for the greatest impact?

# life cycle: reuse

Reuse content however and whenever you possibly can

- Social media (again)
- Year in review videos
- Annual/Bi-annual reports
- Digital signage
- Print marketing
- Promoting annual events



# life cycle: reuse

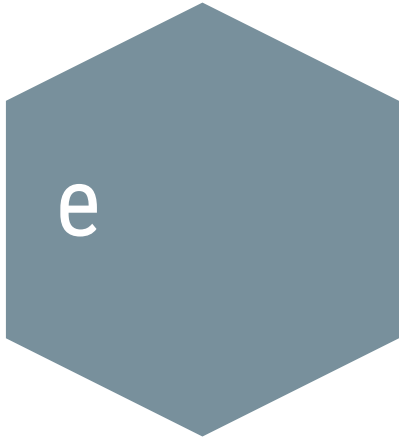
Repetition is okay!

- Reinforces message
- Just about when you are getting tired of your story, people are starting to hear your message



*Support growing for the Minnesota Electronic Health Library*

# life cycle: evaluate



evaluate - what worked, what didn't work?



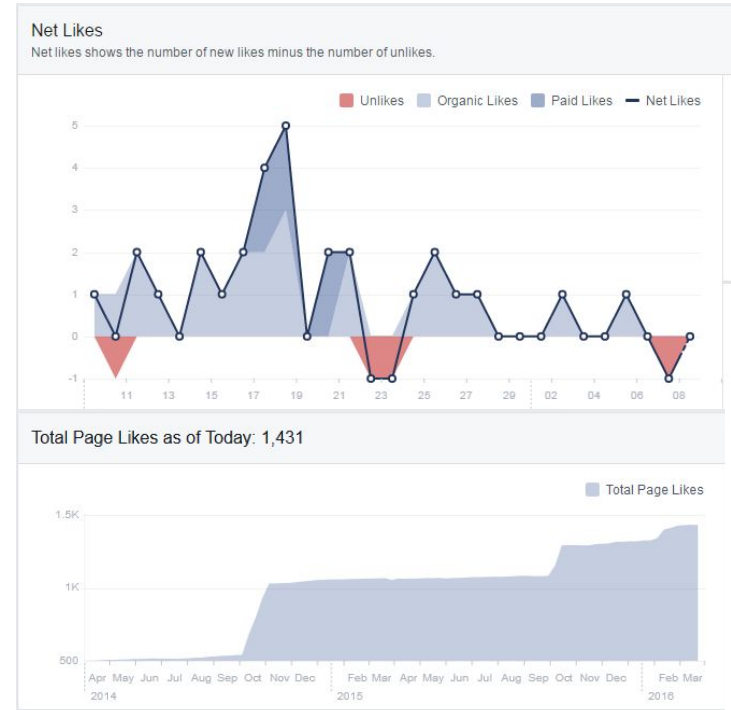
# life cycle: evaluate

Consider communications an ongoing evolution

Watch to see what works and what doesn't

Content monitoring tools

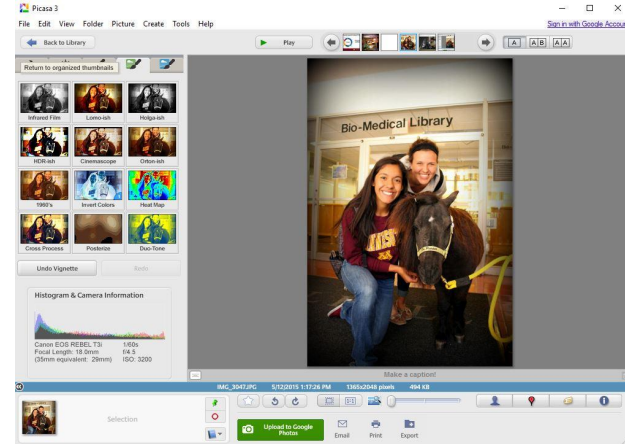
- TweetDeck
- Built-in tools
  - Facebook Insights
  - Twitter Analytics



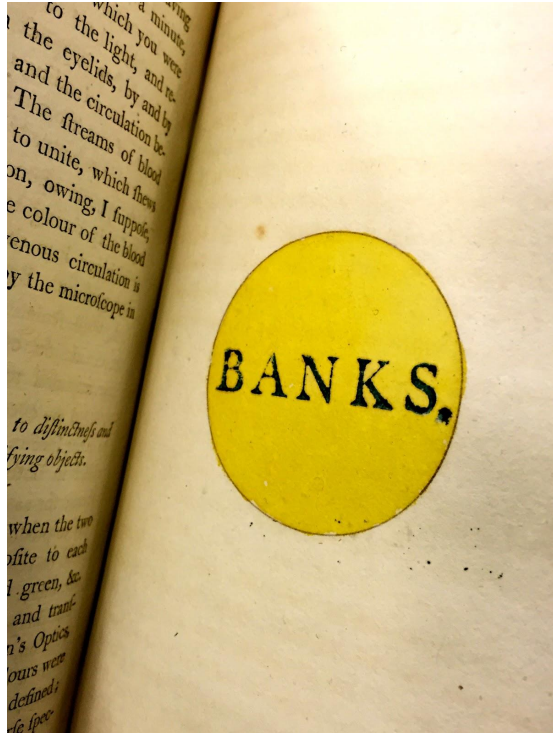
# life cycle: evaluate

## What we're trying

- MailChimp for email/internal newsletter
- Twitter cards for increased engagement
- Templates for print marketing
- Style guides for branding (beyond fonts... think image filters)



# example one: drawing hearts in lattes



## Primary sources and the digital generation

Emmie Miller, graduate student in the History of Science, Technology, and Medicine at the University of Minnesota, knows this first-hand.

In a recent post in her departmental blog, she says, “One difficult thing about being an instructor today is the concern that students, distracted by their buzzing phones and binging Facebook apps, don’t care to learn because they’re preoccupied with what’s trending.”

Miller took this challenge and used it to her benefit by asking her students in her Life on Earth: Perspectives on Biology class to bring primary sources into the digital age.

Miller’s vision, “**instead of steamed-milk hearts in their lattes, their phones would be full of images of century-old texts, complete with a usable hashtag, #Wangensteen.**”

# example one: drawing hearts in lattes



= Curator Lois & Graduate Student Emmie



= Erinn worked with Emmie to get content



= MPUs as a series of 3 stories

= Published story with Wordpress

= Shared story on social media

= Distributed to AHC Newsletters



= Published story with Wordpress

= Archived in Google Drive



= Reused with #NMLM

= Featured by UMatters Alumni Publication



= Learned how to link series of posts

## example two: stress busters



Photo Credit: Lela Navdi, Star Tribune

### **Relax. It's finals time at the University of Minnesota: Libraries offering 'stress busters' to students in need of a study break**

*By Maura Lerner Star Tribune*

Like many schools, the university has rolled out an expanding array of “stress busters” at its busiest time of year, when some of the libraries stay open 24/7 to accommodate last-minute cramming.

**This year, students can get free chair massages at the Bio-Medical Library,** pop bubble wrap and eat candy at the Natural Resources Library, take Star Wars-themed photos at Wilson Library and “stretch, meditate, pray, breathe, or listen to the sounds of nature” in Walter’s relaxation room – “No studying allowed!” says the library website.

## example two: stress busters



= Edited stories from previous semesters



= Rachel designed digital signage, posters,  
& social media posts  
= MPUs as before/during/after stories



= Published story with Wordpress  
= Shared story on social media  
= Distributed to AHC Newsletters



= Published story with Wordpress  
= Archived in Google Drive



= Reuse photos for promoting upcoming  
events  
= Featured by Star Tribune



= Learned that sharing story across  
libraries increases visibility

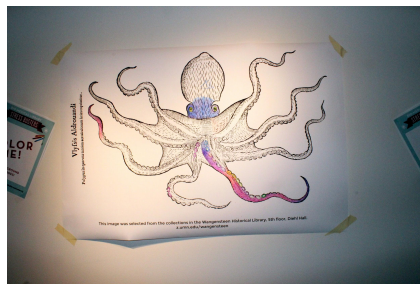
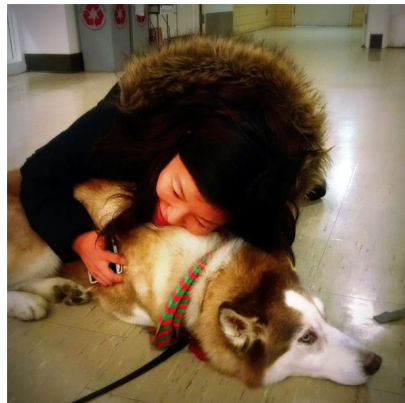
# example two: stress busters



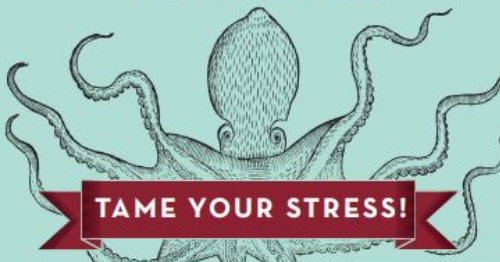
## Stress Busters at the Bio-Medical Library (December 8 & 9)

December 2, 2015

On Tuesday, December 8 and Wednesday, December 9, 2015, the Bio-Medical Library will help you tame your stress before final exams begin. Enjoy free anti-stress kits, cookies and goldfish crackers, giant coloring pages from the Wangenstein Historical Library's collection, and crossword puzzles. Get positive thought cards from the DeStress student group, and don't miss free chair massages.




**BIO-MEDICAL LIBRARY**  
**STRESS BUSTERS**  
DECEMBER 8 - 9, 2015

**TAME YOUR STRESS!**

**TUESDAY, DECEMBER 8<sup>th</sup>**  
9:00am - 1:00pm - DeStress students in the Library!  
11:00am - 3:00pm - Cookies & Goldfish Crackers

**WEDNESDAY, DECEMBER 9<sup>th</sup>**  
11:00am - 1:00pm - Chair Massages!  
11:00am - 3:00pm - Cookies & Goldfish Crackers

**BOTH DAYS...**  
Tame Your Stress Kits!  
Giant **COLORING** pages!  
Giant crossword puzzles!  
Snacks!

**LIBRARIES**  
UNIVERSITY OF MINNESOTA

[z.umn.edu/stressbusters15](http://z.umn.edu/stressbusters15)



# telling your stories

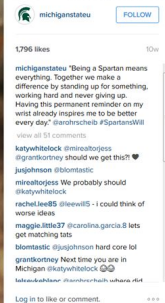
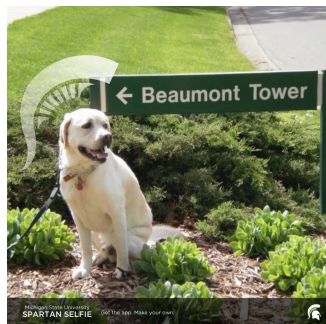
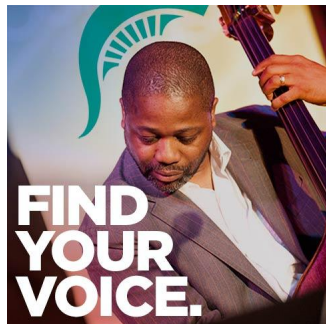
Think... Pair... Share...

Exercise: identify local resources that can be leveraged for expanding the life cycles of your stories



*Systematic Review Service supports researchers*

# what we aspire to...



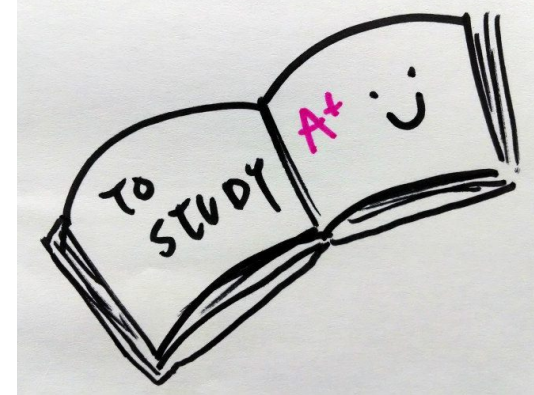


what we aspire to...



For the wonderful  
librarians, of course!

I came to the  
library to explore  
the past and  
converse with  
smart people!



Woodstock @TherapyChicken · Mar 3

It's #WorldBookDay I'm truly #grateful for  
the world-class libraries at #UMN  
@umnlib @walterlibrary @umnwilson  
@MagrathLibrary @umnbiomedlib



8



9



q&a



# follow us



## News blog

[www.continuum.umn.edu/hsl](http://www.continuum.umn.edu/hsl)

## Websites

[hsl.lib.umn.edu/biomed](http://hsl.lib.umn.edu/biomed)

[hsl.lib.umn.edu/vetmed](http://hsl.lib.umn.edu/vetmed)

[hsl.lib.umn.edu/wangenstein](http://hsl.lib.umn.edu/wangenstein)



[instagram.com/umnlib](https://www.instagram.com/umnlib)



[twitter.com/umnbiomedlib](https://twitter.com/umnbiomedlib)



[facebook.com/umnbiomedlib](https://facebook.com/umnbiomedlib)

# tools & resources

## **Social Media:**

- facebook.com
- twitter.com
- instagram.com

## **Blogs:**

- wordpress.com

## **Photo Editing:**

- picasa.com
- fotor.com
- pixlr.com

## **Graphic Design & Movies:**

- canva.com
- moovly.com

## **Newsletters/Email:**

- mailchimp.com

## **Photo/Image Repositories:**

- pixabay.com
- flickr.com

## **Social Media Scheduling:**

- hootsuite.com (minimal fee)
- tweetdeck.com
- Facebook's schedule feature
- Shared calendar for editorial calendar

## **Analytics:**

- analytics.twitter.com
- Facebook's analytics feature

## **Promotion:**

- Facebook's ads & boosted posts
- Twitter cards

# contact us



Erinn Aspinall  
[aspin005@umn.edu](mailto:aspin005@umn.edu)



Rachel Hawkins  
[rmhawk@umn.edu](mailto:rmhawk@umn.edu)



slides & handouts at: [z.umn.edu/digitalstories](http://z.umn.edu/digitalstories)